



# THE REVIEW

Central Arizona Fire and Medical - 8603 E. Eastridge Dr., Prescott Valley, AZ 86314 – **May 17, 2024**

## This Edition:

The Chief's Desk .....Page 2  
This is How Your Mindset Is Affecting Your  
Leadership ..... Page 3  
Ted Lasso Was Wrong: Don't Be a Goldfish .Page 3

**"You can't always have a good day. But  
you can always face a bad day with a  
good attitude."**

Unk

**[The CAFMA Connect YouTube Channel](#) – Like, Subscribe, Watch, and Learn**



---

## The Chief's Desk

We have a lot of big things in the works right now between the potential for our license to run ambulance transport, the possibility that we could be able to merge the two agencies in 2025 and looking at a GO Bond election in 2026. Each of these will change the face and the course of the Agency allowing us to better serve our communities.

I recently signed an engagement letter with Stifel which allows them to provide guidance as we look at the potential of a merger and GO Bond. Staff met with our Stifel representative last week to review their projections regarding our bonding capacity and consider how to address the current bonds still outstanding for the two agencies. Fortunately, there's a good path forward for us to close out the current bonds and have one bond for the 'new' entity. The numbers look good, and quite honestly the information they provided paints a very clear picture of the financial challenges fire districts face.

So, what does it look like as one agency? From the outside it looks the same. The logo we used for the stations, uniforms, apparatus, etc., all carry the name Central Arizona Fire. Nowhere does it say, 'Fire Authority.' We did that on purpose so that when the time came to merge, we wouldn't need to expend additional monies changing signage and uniforms.

Internally, the changes will be significant for administration. Currently, we must produce three sets of financials each month, three annual audits, three board meetings, etc. In short, it's cumbersome and inefficient.

Nothing is a done deal at this point. However, the projections we have show that merging the two agencies could very well be a real option in 2025.

HB2767, the amended emergency management bill that would allow reimbursement of in state all hazard response that falls below the declaratory threshold, passed out of the House on Wednesday and is being transmitted to the Governor's Office for signature. I'll be with the Governor and her staff in Phoenix on Friday (today), as part of a bill signing. Hopefully, this engagement will give me the opportunity to ask her staff to help ensure that HB2767 is signed into law.

I had the opportunity to participate as a panelist at the Community Risk Reduction (CRR) Conference in Glendale this week. The conference is organized by the IAFC for the Life Safety Section. Fire Service professionals from as far away as the UK were in attendance. The panel included Chief Cameli with Mesa FD, Chief Ryan with Tucson FD, Chief Freeburg with Glendale FD, and CAFMA. We were not given any of the questions in advance, so we had to answer on the fly. Fortunately, the topic was integrating CRR within the Fire Service, which for the four of us, is something our agencies have been working towards through various programs for years. **Cont. Page 4**

### Upcoming Events:

May 20: BC Meeting, Chief in Glendale for Baggers

May 21: Chief in Glendale for Baggers

May 22: Strategic plan progress review meeting, Meet with Chief Durre regarding possible leadership training opportunity, Prescott/CAFMA pre-fall academy meeting

May 23: Premeeting for Harvard Program, Affordable housing meeting with Chino Valley School District, Town of PV EOC Table Top, Board meeting night – not to exceed budget

---

### Board Meeting:

Board Meeting: May 23

CAFMA – 1700-1830

---

# **This is How Your Mindset Is Affecting Your Leadership**

By: Lolly Daskal

As an executive leadership coach, I've witnessed the profound impact of mindset on leadership. Your mindset, whether it's a growth mindset or a fixed mindset, plays a pivotal role in determining your effectiveness as a leader. In this blog post, we'll explore the concept of mindset, its influence on leadership, and how you can harness the power of a growth mindset to enhance your leadership capabilities.

**Understanding Growth Mindset vs. Fixed Mindset:** What is a growth mindset, and how does it differ from a fixed mindset? A growth mindset is the belief that intelligence and skills can be developed through learning and effort. On the other hand, a fixed mindset suggests that abilities are innate and unchangeable. Understanding these mindsets is the first step towards unlocking your leadership potential.

**The Impact of Mindset on Performance:** Your mindset significantly affects your performance as a leader. Leaders with a growth mindset thrive on challenges, value collaboration, and actively seek feedback to improve. Meanwhile, those with a fixed mindset tend to avoid challenges, fear failure, and plateau in their development. We'll explore how these mindsets shape leadership in the workplace.

[lollydaskal.com](http://lollydaskal.com)

---

# **Ted Lasso Was Wrong: Don't Be a Goldfish**

By: Michael Hyatt

Accidental soccer coach Ted Lasso is famous for telling his players to "be a goldfish." Why? Because a goldfish has a ten-second memory and can't dwell on its mistakes. That's a plus, but there's a downside.

Research shows a connection between working memory and our ability to focus. "Individuals who perform well on memory tasks were able to suppress distractions," in one study. But "those who didn't perform as well couldn't suppress distractions quickly enough to prevent them from grabbing their attention."

So, if you want to stay productive, don't be a goldfish.

Here's the problem: It seems like the entire technological and media environment is engineered to turn us into goldfish. There's plenty of evidence it's working, and we're paying the price.

Popcorn Brain

“In 2004, we measured the average attention on a screen to be two and a half minutes,” says attention researcher Gloria Mark. “Now we find people can only pay attention to one screen for an average of 47 seconds.”

That’s a 69 percent decline in our power to focus in just twenty years!

The computer scientist David M. Levy blames our devices and apps for the problem. He says notifications, pings, and popups have trained our brains for distraction. The result? It’s worse than goldfish! Levy says we suffer from “popcorn brain.”

Culture watcher Ted Gioia commented on this trend in his “State of the Culture, 2024.” The article went viral because Gioia’s observations are so concerning.

The fastest growing sector of the culture economy is not art, he says. Nor is it entertainment. Gioia says it’s distraction. Tech companies have designed their platforms for it. That’s why so much of social media has migrated to short, infinitely scrollable, swipeable content.

[fullfocus.co](http://fullfocus.co)

---

## **Chief’s Desk Cont.**

Don’t get me wrong, we’re still behind where I would like to see us. That said, we’re doing good works in the community in relation to reducing risk, there’s just a lot more that needs to be done. That’s one of the reasons we are investing in the Community Relations division, and why our Fire Prevention division is introducing programs like car seat safety checks and community smoke detector walks. In addition, I know each of the crews in the field look for safety issues in homes when on calls and offer informative safety information when you notice an issue. Still, there’s more we should be doing, e.g., more senior education in our assisted living communities, more engagement throughout our school systems, etc.

All of these things are in the works, but they require time, and resources, i.e., people. We’re working on the people piece as part of our staffing plan.

I learned some things listening to the other chiefs on the panel. They’re working to reinforce the importance of community risk reduction from the first interview, through the academy, and into the field. Honestly, as we look at the 21<sup>st</sup> century American Fire and Emergency Services CRR is an integral part of our service to our community. Service isn’t just response - that’s reactive. If we’re truly providing service to our community, then we’ll be focused as much on preventing the response, the proactive part, as we are on the response itself.

More information to come as we continue to work at creating an adaptable and sustainable organization for our community, and each of you.

---